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Inside Information

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INSIDE THIS "INSIDE"

Page

Mississippi Cooperative Extension Service has a new project to share.....	1
News Division public affairs officer retires after 30 years of service.....	1
Professional video training seminars to be held December 17, 18, and 19.....	2
Washington State radio/TV specialist to be key communicator at Texas A&M.....	2
USDA's Office of Information News Division Chief gets new position.....	2
Coloradan seeks communications position with dynamic organization.....	2

'MISSISSIPPI MARKET BASKET'

Ralph Ballew, Extension information head at Mississippi State University, has asked that we bring to your attention a new project of the Mississippi Cooperative Extension Service.

The new project is a monthly survey of food prices across the State and is entitled "Mississippi Market Basket."

County home economists in seven rural and seven urban counties survey prices each month. Urban and rural counties in each of the State's four districts are included.

Each month two stores are visited in each county. The stores and the brands selected each month are the same. Prices are collected during the first 10 days of each month.

The data then goes to Home Economics Program Evaluation Specialist Gail Cotton's office where the information is entered into a computer. Computer specialist John T. Giesemann worked with Extension Information's News Editor Karen L. Moore in designing the project.

After the results are received, they are compared to previous months and then put into story form. Cooperative Extension Service's art department does the graphics and the "Mississippi Market Basket" is finished and ready to go out to newspapers by the first of each month.

Seven months were spent getting ready for the project and working out all the problems.

For more information contact: Karen L. Moore, News Editor, Mississippi Cooperative Extension Service, Extension Information, P.O. Box 5405, Mississippi State, MS 39762.

RUFUS WELLS IS RETIRING

Rufus Wells, a public affairs officer in USDA's Office of Information News Division, retires Jan. 3, after 30 years of federal service.

Wells joined USDA in November 1970, and served under five Secretaries of Agriculture. Previously, he was a writer/editor in the U.S. Information Agency's press service to Africa and the Middle East.

Before joining USIA, Wells was an assistant managing editor of the Afro-American newspaper chain in Baltimore.

In retirement, he plans to resume freelance writing from his home in Rockville, Md.

VIDEO PRODUCTION SEMINARS

Development Communications, Inc., of Alexandria, Va., will offer a full spectrum of professional video training. You can choose from 23 half- and full-day sessions in either basic topics that will give you down-to-earth, skills oriented guidance; or advanced topics for professional in search of techniques and advice to use in your productions.

The seminars will be held December 17, 18, and 19, at the Sheraton Washington Hotel at Woodley Road and Connecticut Ave., N.W., Washington, D.C.

For registration information call (703) 683-3100. Or write: Development Communications, Inc., 815 N. Royal Street, Alexandria, Va. 22314.

TEXAS A&M GETS NEW KEY COMMUNICATOR

Al Powell, radio/TV specialist at Washington State University is going to Texas A&M University where he will be a key communicator in radio and TV on the staff of Don Springer.

Al helped initiate the joint radio service in Washington State and Idaho which is actually serving six States with a call-in service. He reports to Texas A&M on December 1.

NEWS CHIEF LEAVING USDA

News Division chief Jim Lafferty, of USDA's Office of Information, has accepted a high-level public affairs position with the U.S. Office of Personnel Management. His departure date has not been determined.

Before the position is refilled, Dave Warren will be acting division chief. For further information contact the News Division at (202) 447-4026.

COMMUNICATIONS JOB SOUGHT

Ron G. Francis of Littleton, Colorado, is looking for a communications position which offers an opportunity for professional and personal growth.

Ron is a graduate of Utah State University with a B.S. in agricultural economics, a minor in business administration, and a Master of Science degree in speech, radio & television.

He is presently the manager of Information Services for the National Cattlemen's Association.

If you're interested, he has an impressive resume he can send to you. His address is: 7331 S. Wellington St., Littleton, CO 80122. Phone (303) 797-2422.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments or inquiries should be sent to Denver Browning (Editor), or Nancy Bevis, Office of Information, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250 or AGR209 or AGR001 mailboxes on the ITT Dialcom system, or call (202)447-7454.

